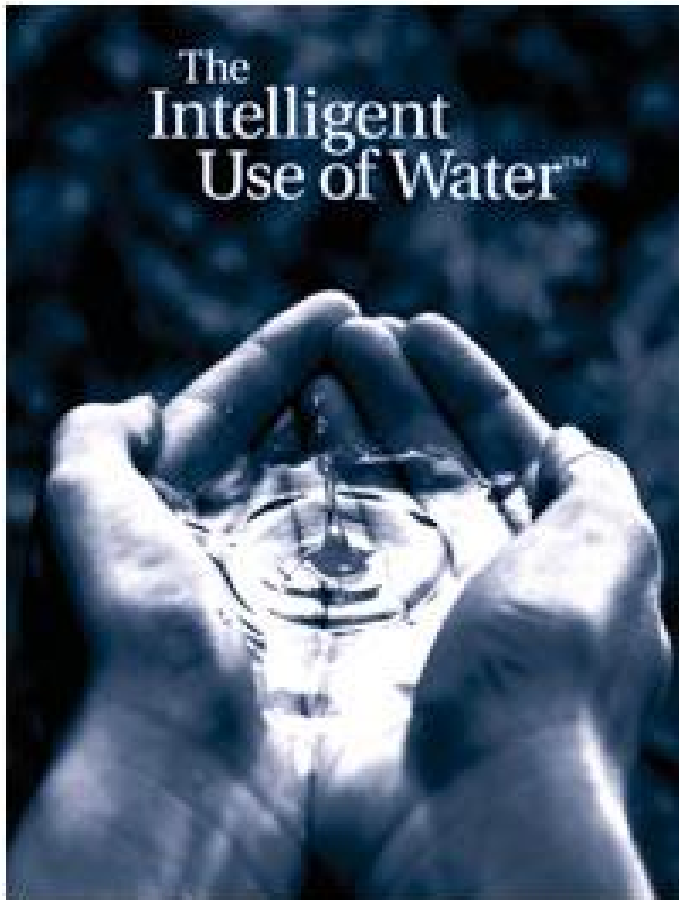




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Water Efficient Product Labeling

Ron Wolfarth - Director

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Commercial Division





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- **Rain Bird supports the “Intelligent Use of Water™” through product labeling.**

- Gives consumer means to evaluate
- Improves ability to communicate water efficient features to consumer
- May create larger market for water efficient products
- Could increase investment for efficiency





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Concerns & Considerations

- **Irrigation efficiency is system dependant**

- Many irrigation components can contribute to irrigation efficiency, but to realize the efficiency savings, a system must be properly:

- Designed

- Installed

- Maintained

- Managed

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- **Sprinklers are not like light bulbs or toilets**

- Savings are not realized by simply replacing sprinklers with a more efficient model
- The system design, installation, maintenance and management all play a role

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- **Washing machines are self-contained systems.**
- **Irrigation systems are systems built on-site to conform to site conditions**
- **Irrigation expertise is absolutely required in order to realize savings**

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•Irrigation efficiency is also a management issue

- Even an efficient system can be managed poorly and result in inefficiency
- It is possible (even likely) that “Water Star” irrigation products would simply waste water more efficiently if the management and expertise issue is not addressed

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- **Consumers may be misled by purchasing a “Water Star” product and not realizing any savings**

- If the system design, installation, maintenance and management issues are not corrected, savings may be out of reach

- Consumers may conclude that there is no merit to “Water Star” products

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- **Minimum thresholds do not give an incentive for further innovation**

- Once the level is met, why try harder?
- It could contribute to making water efficient products more of a commodity and harm advancements in efficiency

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Suggestions

- Develop an efficiency rating like MPG or energy rating on refrigerators
- Alternatively, consider a multi-tiered system that is continuously reviewed and adjusted.





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- **Stress to consumers the need for a system efficiency approach, not just a product replacement approach**
- **Encourage consumers to hire licensed irrigation contractors certified by the Irrigation Association**

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- **Ensure that the labeling system does not stifle product innovation by manufacturers**

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